February 15, 1964

DISC

THE TOP RECORD & MUSICAL WEEKLY

No. 308 Week ending February 15, 1964
Every Thursday, price 6d.

Fabulous pictures!

Extra!

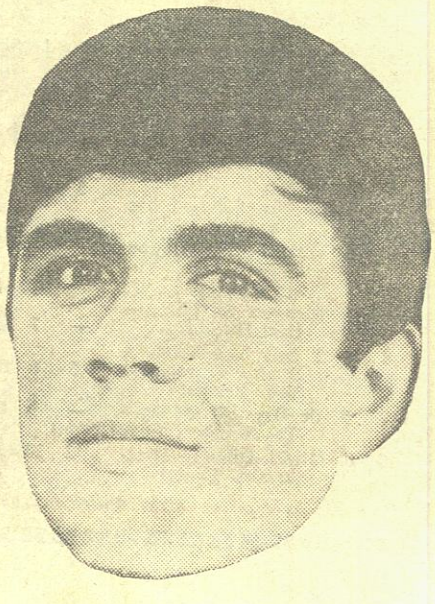
4-page pull-out special

YANKEE DOODLE BEATLES

THE DAVE CLARK FIVE DOES IT AGAIN with BITS AND PIECES

COLUMBIA DB 7210

OUT TODAY!



E.M.I. RECORDS LTD., E.M.I. HOUSE, 20 MANCHESTER SQUARE, LONDON, W.1

4 PAGE PULL-OUT SUPPLEMENT

The BEATLES in New York

DISC'S team of ace reporters headed by Jonathan Clarke are on the spot for YOU

FIVE HITS SHAKE AMERICA

crazy with e fever!

few moments after 2.30, the sidewalks were as the lucky few with tickets—thousands were l away—shoved their way into the theatre and a steady clamour of shrieks, clapping hands omping feet.

kstage masses of Press people were jammed he inadequate spaces reserved for them, while wife, Cynthia, who had become known to and Press alike as "Mrs. Beatle," had to share e in a drafty outer hall of the rehearsal studio ouise Caldwell, sister of George Harrison and pressmen who were refused admission.

two women spent most of the rehearsal there, unable to get into the show.

e hours later, The Beatles to the accompani- f a scream of approval, opened the Sullivan ith the shouting audience roaring its approval the end.

boys appear again next Sunday live from the lle Hotel, Miami Beach. And Ed Sullivan nounced that their third slotting on his show, on Sunday for what was planned as an nce later in the season, would take place the fter, giving them three appearances on the

appearing in what turned out to be virtually British Sullivan show, were Georgia Brown, "Oliver," and Tessie O'Shea, star of "The ho Came To Supper," both current Broad- ashes.

Earlier, the group had holed up in the Hotel Plaza, available virtually only to selected Disc Jockeys—from WMCA, home of the so-called "Good Guys," and Murray "The K" Kaufman, kingpin rock jockey of WINS.

In the pitched battle between Kaufman and the entire team of WMCA men, Kaufman succeeded in getting The Beatles to do his entire Saturday night show, with each one taking his turn at selecting discs to be spun and chatting about them beforehand.

Not to be outdone, WMCA's men had The Beatles on the phone every few minutes discussing records and in some cases announcing which were to be played.

A sightseeing tour, originally scheduled for Saturday, was changed in favour of a photo session in Central Park, which lies directly across 59th Street from the Hotel Plaza. Then, in the evening the whole Beatles party went to the swank Twenty-One Restaurant for dinner. All, that is, except for George, who remained at the hotel under a doctor's care for a sore throat. On Tuesday and Wednesday The Beatles were due to play Washington and Carnegie Hall. They were set to do about 10 numbers and to be on stage about 25 minutes. And just before the Carnegie Hall show WINS Radio station intended to air a documentary on The Beatles.

One trade paper reporter, who visited Nashville, Tennessee, the cradle of Country music, over the weekend, noted on his return that even there, at the weekly five-hour radio show of Grand Ole Opry, people were talking about The Beatles. All the papers in that city carried major feature stories on the group.

Presley sent a telegram to The Beatles saying: "Congratulations on your appearance on the Ed Sullivan show and your visit to America."

(Above) A buggy ride round Central Park for RINGO, PAUL and JOHN and (right) a hasty spot of sight-seeing with the skyscrapers of New York as a background.

THE Beatles are still swamping the U.S. charts. In both Billboard and Cash Box "I Want To Hold Your Hand," is number one, "She Loves You" is number three.

The other singles they have in are "Please Please Me" (45 in Billboard, 43 in Cash Box), "My Bonnie" (69 and 67), "I Saw Her Standing There" (Billboard 54) and "From Me To You" (Cash Box 73).

Their "Meet The Beatles" LP is top of both charts, while "Introducing The Beatles" is 11 in Cash Box and 22 in Billboard.

ARRIVAL STARTS A DISC JOCKEY WAR!

THE arrival of The Beatles in the United States on Friday sparked off a radio station listener war such as has not been seen in years here.

During a week which saw WMCA, New York, stealing the march on its competitors with "first" interviews with The Beatles, before their actual arrival—via phone calls to the boys in London—the clear winner of the fight late Friday appeared to be, Murray "The K" Kaufman, key evening jockey on WINS, whose show is known as "Murray The K's Swingin' Soiree."

Kaufman's brash, aggressive tactics dominated the Press conference held with the group upon its arrival. While other radio men and reporters squirmed with obvious irritation, Kaufman kept sticking his portable mike up to The Beatles, asking each a series of questions, while the rest of the vast array of Press and radio reporters could scarcely get their questions heard!

Kaufman, through what appeared to be a special arrangement made in impromptu style with Beatles manager Brian Epstein just before the Press conference, later made his way into the Beatles' inner sanctum of the Hotel Plaza in company with The Ronettes who had just returned from England.

The boys' current catch-phrase which they started using soon after they hit New York is "O.K. Baby!"

He thereupon conducted what was the only "exclusive" interview given by the group during their first day in America. Also in the interview were The Ronettes themselves and Kaufman also spoke to Louise Caldwell, George's sister, who lives in Illinois.

But Kaufman had still another ace up his sleeve. His arch-competitor for ratings here is WMCA, the latter's so-called "Good Guys" (their jockeys) have been offering "Good Guy" sweat shirts to listeners who call in. Kaufman told his audience on Friday night that anyone could get one of his station's special Beatle sweat shirts, free, simply by sending in one of the opposing station's "Good Guy" sweat shirts!

All week both stations had been referring to "B" Day in New York, sponsoring bags for Beatle wigs, records and books. Both were airing Beatles records on an average of one every 15 minutes during the entire week!

WABC, the other big pop disc station in town, was also active, particularly at the airport Press conference, when one of its newsmen kept in continuous telephone contact with his station, doing interviews with anyone from the Beatles official party he could get hold of.

It all contributed to the most hard-hitting radio "war of nerves" heard here in many years.

BRIAN MATTHEW TELLS THE Story behind that 'Club' date

IN all the years I've been doing "Saturday Club" the one we put out last week with a personal message from The Beatles in New York was one of the most incredible, for I didn't know till a matter of hours beforehand that we would get them, and even then it was touch and go!

I had been invited to a dinner party in Kent when I received a call from the B.B.C. telling me that the boys would be ringing me from their hotel in New York a few hours after their arrival and that arrangements had been made to record their end of the conversation.

This recording was then fed down a special hi-fi transatlantic cable and re-recorded.

A few hours later I drove to London, listened to the tape, and tried to remember my own end of the conversation so that when we went on the air it could all be put together again in its original form.

I think it was pretty marvellous that with all the radio stations in America clamouring for interviews, The Beatles really put themselves out to speak to "Saturday Club." It's nice to know that they still think first of their fans back home.